IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1-99.   (Cancelled)

100-168.   (Cancelled)

169.   (Currently Amended) A method for profiling iTV users, comprising:

gathering user-related profile data at a client component by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV;

storing the gathered user-related profile data in an interaction database at the client component for processing at the client component to generate content recommendations;

periodically retrieving the gathered user-related profile data in the interaction database;

building, at the client component, a user profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database at the client component and data in a local categorized program database at the client component, wherein the user profile includes affinity and confidence measures for programs; and

generating, at the client component, content presenting programming recommendations in an interactive program guide by filtering out content recommendations at the client component determined to be unsuitable to the user based

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on the affinity and confidence measures for programs in the user profile, wherein the

content recommendations are arranged at the client component ~~presenting programs~~

~~rearranged~~ to reflect a predicted interest of the user based on a comparison of the affinity

and confidence measures of the user profile associated with the user to the data retrieved

from the local categorized program database to determine an optimum match between

programs from the local categorized program database and the affinity and confidence

measures of the user profile associated with the user.

170.   (Previously Presented)   The method of claim 169, wherein the

gathering user-related profile data by monitoring interactions between an iTV user and an

iTV includes gathering data associated with Internet navigation by the user using the iTV.

171.   (Previously Presented)   The method of claim 169, wherein the

gathering user-related profile data further comprises identifying demographic information

associated with the user.

172.   (Previously Presented)   The method of claim 169, wherein the

gathering user-related profile data further comprises identifying psychographic

information.

173.   (Previously Presented)   The method of claim 169, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises identifying a program watched by the user.

174.   (Previously Presented)   The method of claim 169, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises associating a plurality of programs with content-associated profile information of viewers of the program watched by the user.

175.   (Previously Presented)   The method of claim 169, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises adjusting the user profile by examining profiles of users with similar profiles to improve the confidence measures of programs below a threshold.

176.   (Previously Presented)   The method of claim 169, further comprising receiving a plurality of advertisements selected using the user profile associated with the user of the iTV.

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177.   (Previously Presented)   The method of claim 176, further comprising selecting one of the plurality of advertisements for presentation to the user via the iTV based on demographics associated with the user profile of the user.

178.   (Previously Presented)   The method of claim 169, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises associating a plurality of URLs having content determined to match the user profile associated with the user of the iTV.

179.   (Previously Presented)   The method of claim 169, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.

180.   (Currently Amended) A set-top box for profiling iTV users, comprising:

memory for providing an interaction database; and

a processor, coupled to the memory, the processor being configured to gather user-related profile data at the set-top box by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV, to store the gathered user-related profile data in the interaction database at the set-top box for processing at the set-top box to generate content recommendations, to periodically retrieve the gathered user-related profile data in the interaction database, to build, at the client component, a user profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database at the set-top box and data in a local categorized program database at the set-top box, wherein the user profile includes affinity and confidence measures for programs and to generate, at the set-top box, content present programming recommendations in an interactive program guide by filtering out content recommendations at the set-top box determined to be unsuitable to the user based on the affinity and confidence measures for programs in the user profile, wherein the content

<u>recommendations are arranged at the set-top box</u> ~~presenting programs rearranged~~ to
reflect a predicted interest of the user based on <u>a comparison of</u> the affinity and
confidence measures of the user profile associated with the user <u>to the data retrieved from</u>
<u>the local categorized program database to determine an optimum match between</u>
<u>programs from the local categorized program database and the affinity and confidence</u>
<u>measures of the user profile associated with the user</u>.

181.   (Previously Presented)   The method of claim 180, wherein the
processor is further configured to gather user-related profile data by monitoring
interactions between an iTV user and an iTV by collecting data associated with Internet
navigation by the user using the iTV.

182.   (Previously Presented)   The method of claim 180, wherein the
processor is further configured to gather demographic information to build the user
profile associated with the user of the iTV.

183.   (Previously Presented)   The method of claim 180, wherein the
processor is further configured to gather psychographic information to build the user
profile associated with the user of the iTV.

184.   (Previously Presented)   The method of claim 180, wherein the
processor is further configured to identify a program selected for viewing by the user of
the iTV.

185.   (Previously Presented)   The method of claim 180, wherein the processor is further configured to associate a plurality of programs with content-associated profile information of viewers of the programs.

186.   (Previously Presented)   The method of claim 180, wherein the processor is further configured to adjust the user profile by examining profiles of users with similar profiles to improve the confidence measures of programs below a threshold.

187.   (Previously Presented)   The method of claim 180, wherein the processor is further configured to receive a plurality of advertisements selected using the user profile associated with the user of the iTV.

188.   (Previously Presented)   The method of claim 180, wherein the processor is further configured to associate a plurality of URLs having content determined to match the user profile associated with the user of the iTV.

189.   (Previously Presented)   The method of claim 180, wherein the processor is further configured to build a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.

190.   (Currently Amended) A computer readable medium including executable instructions which, when executed by a processor, provides profiling iTV users, by:

gathering user-related profile data at a client component by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV;

storing the gathered user-related profile data in an interaction database at the client component for processing at the client component to generate content recommendations;

periodically retrieving the gathered user-related profile data in the interaction database;

building, at the client component, a user profile associated with the user of the iTV based on retrieving the gathered user-related profile data in the interaction database at the client component and data in a local categorized program database at the client component, wherein the user profile includes affinity and confidence measures for programs; and

generating, at the client component, content presenting programming recommendations in an interactive program guide by filtering out content recommendations at the client component determined to be unsuitable to the user based on the affinity and confidence measures for programs in the user profile, wherein the content recommendations are arranged at the client component presenting programs rearranged to reflect a predicted interest of the user based on a comparison of the affinity and confidence measures of the user profile associated with the user to the data retrieved

from the local categorized program database to determine an optimum match between

programs from the local categorized program database and the affinity and confidence

measures of the user profile associated with the user.

191. (Previously Presented) The computer readable medium of claim

190, wherein the gathering user-related profile data by monitoring interactions between

an iTV user and an iTV includes gathering data associated with Internet navigation by the

user using the iTV.

192. (Previously Presented) The computer readable medium of claim

190, wherein the gathering user-related profile data further comprises identifying

demographic information associated with the user.

193. (Previously Presented) The computer readable medium of claim

190, wherein the gathering user-related profile data further comprises identifying

psychographic information.

194. (Previously Presented) The computer readable medium of claim

190, wherein the gathering user-related profile data by monitoring interactions between

an iTV user and an iTV to extract data received at the iTV, data transmitted by the user

from the iTV and interactions between the user and the iTV further comprises identifying

a program watched by the user.

195.   (Previously Presented)   The computer readable medium of claim 190, wherein the gathering user-related profile data by monitoring interactions between an iTV user and an iTV to extract data received at the iTV, data transmitted by the user from the iTV and interactions between the user and the iTV further comprises associating a plurality of programs with content-associated profile information of viewers of the programs watched by the user.

196.   (Previously Presented)   The computer readable medium of claim 190, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises adjusting the user profile by examining profiles of users with similar profiles to improve the confidence measures of programs below a threshold.

197.   (Previously Presented)   The computer readable medium of claim 190, further comprising receiving a plurality of advertisements selected using the user profile associated with the user of the iTV.

198.   (Previously Presented)   The computer readable medium of claim 190, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises associating a plurality of URLs having content determined to match the profile associated with the user of the iTV.

199. (Previously Presented) The computer readable medium of claim 190, wherein the building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a local categorized program database further comprises building a user profile associated with the user of the iTV based on the gathered user-related profile data in the interaction database and data in a database developed by a television program ratings service and a web site ratings service.